

OFFICIAL RULES FOR PRIZE DRAWING
Kennametal, Inc Enduser Survey FEEDBACK SWEEPSTAKES
September 9th, 2013

NO PURCHASE IS NECESSARY TO ENTER OR WIN. MAKING A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. APPLICABLE ONLY IN THE UNITED STATES. ENTRY INTO THIS SWEEPSTAKES CONSTITUTES ACCEPTANCE OF THESE OFFICIAL RULES. VOID WHERE PROHIBITED BY LAW.

SPONSOR: Kennametal, Inc 1600 Technology Way, Latrobe, PA 15601, is the sponsor of the Sweepstakes ("Sponsor"). Schwartz Consulting will administer the Survey on behalf of the Sponsor ("Administrator").

By participating in the Kennametal, Inc Enduser Survey Feedback Sweepstakes (the "Sweepstakes"), you agree to these official rules (the "Rules"), which are a contract, so read them carefully before participating. Without limitation, this contract includes indemnities to the Released Parties (defined below) from you and a limitation of your rights and remedies. You must follow the directions provided in the Website and otherwise be bound by and follow these Rules to be eligible to receive a prize in connection with the Sweepstakes.

ELIGIBILITY: To be eligible to enter the Sweepstakes, you must be: 1) a legal U.S. resident who is at least 18 years of age; and 2) an end user or potential end user of Kennametal's products.. Employees, officers, directors and agents of Sponsor and Administrator and their immediate families and those living in their households, are not eligible to participate in the Sweepstakes. Void where prohibited. If you are employed by a tax-supported entity, or by an entity that prohibits your receipt of sweepstakes prizes, you are not eligible to participate in the Sweepstakes.

HOW TO ENTER: Eligible individuals can complete the Survey between September 9th, 2013 and September 27th, 2013 by visiting the website link contained in the survey invitation. For purposes of this Sweepstakes, "receipt" of an internet entry occurs when Sponsor's servers record the entry information resulting from the entrant clicking the "Submit" button. All entries must contain a complete name, phone number and email address to be declared a valid entry. All winners must meet the eligibility requirements set forth in these rules in order to qualify for the prize.

ALTERNATIVE MEANS OF ENTRY: On a plain 3" x 5" card, legibly handprint or type your name, age, complete address, city, state, zip code, home phone number (including area code), and email address (if any), as well as the name of the authorized channel sales partner. Then, mail your 3" x 5" card in a postage-affixed sealed envelope to: Kennametal, Inc Enduser Survey Sweepstakes, 1600 Technology Way, Latrobe, PA 15601 Mail-in entries must be postmarked by September 23th, 2013 and received by September 27th, 2013. No mechanically or programmatically reproduced entries are permitted. Each postcard is considered one (1) entry.

LIMITATIONS: Regardless of the method used to enter the Sweepstakes, either via the survey completion or mail-in or a combination of the two, the maximum number of entries allowed during the Sweepstakes is one (1) per person.

Sponsor is not responsible for any entry that is lost, late, misdirected or undeliverable, whether due to system errors, omissions, interruption, deletions, defects, delay in operations or transmissions, theft or destruction or failures, faulty transmissions or other telecommunications malfunctions, entries not received resulting from any hardware or software failures of any kind, lost or unavailable network connections, failed, incomplete or garbled computer or telephone transmissions, typographical or system errors and failures, faulty trans-missions, technical malfunctions, or otherwise.

In the event of a dispute regarding the identity of the person submitting an entry, the entry will be deemed submitted by the authorized account holder at the time of entry. The authorized account holder is the natural person who is assigned to the account by Sponsor, the organization that is responsible for assigning accounts to customers. Potential winners may be required to show proof of being the authorized account holder.

Any attempt by an entrant to obtain more than the stated number of entries by using multiple/different email addresses, identities, registrations, logins, and/ or any other methods, including, but not limited to, automated entry, will void that entrant's entries and that entrant may be disqualified from the Sweepstakes. Multiple participants are not permitted to share the same email address. Neither the Sponsor nor Sweepstakes Administrator will verify receipt of entries for entrants. All entries submitted become the sole property of Sponsor. Sponsor reserves the right to disqualify those entries deemed to be inappropriate or in violation of this Sweepstakes (as defined solely by the Sponsor).

Entries are void if they are incomplete, irregular or submitted improperly. Personal information (if any) collected through responses to the Survey will be used only for purposed of selecting and contacting the winners.

ODDS OF WINNING: The actual odds of winning will depend upon the actual number of total entries received for this Sweepstakes, regardless of the means of entry.

RANDOM DRAWING: One (1) prize winners will be randomly selected for the Sweepstakes to receive a \$500 Visa Gift Card. Approximate retail value of this prize: \$500. All decisions on all matters pertaining to the Sweepstakes are final. Sponsor reserves the right to substitute a prize of equal or greater value.

WINNER NOTIFICATION: Random selection of the potential prize winner will occur during the first week that immediately follows the Sweepstakes Period from among all eligible entries received. Prize drawing will be conducted at Sponsor's headquarters. The prize winner will be notified by e-mail or regular mail, in Sponsor's discretion, within 30 days from the date of the winner selection. The designated prize winner will have 14 days from notification to claim the prize. Sponsor and its affiliates, subsidiaries,

employees, agents, officers and directors, advertising and promotion agencies, and their respective officers, directors, employees and their respective agents, will not be liable for unsuccessful efforts to notify a winner. The prize will be delivered within the United States only. No prize transfer, assignment or substitution by winner permitted. All federal, state and local taxes, fees and surcharges on prizes are the sole responsibility of the prize winner. If the prize winner declines the prize, fails to claim the prize, is unavailable for prize fulfillment, fails to abide by the Official Rules, or is ineligible, Sponsor may select an alternate winner from all remaining eligible entries.

All federal, state and local laws and regulations apply. Where lawful, the winner may be required to sign an Affidavit of Eligibility, Release of Liability and/or a Publicity Release. Failure to return the required documents within the time period specified therein may result in forfeiture of the prize and random selection of alternate winner from remaining eligible entries. Except where prohibited by law, by accepting the prize, winner consents to allow Sponsor to inform all participants of the winner's name.

WAIVER OF LIABILITY/PUBLICITY RELEASE: By participating in the Sweepstakes and submitting an entry, each entrant agrees to (i) be bound by these Official Rules, including all entry requirements, and (ii) waive any and all claims against the Sponsor and Administrator and their respective parents, affiliated companies, subsidiaries, officers, directors, employees, agents, licensees, distributors, dealers, retailers, printers, representatives and advertising and promotion agencies, and any and all other companies associated with the Sweepstakes, and all of their respective officers, directors, employees, agents and representatives (collectively, "Released Parties") for any injury, damage or loss that may occur, directly or indirectly, in whole or in part, from the participation in the Sweepstakes or from the receipt or use of any Prize (or any portion thereof) or any travel or activity related to the receipt or use of any Prize (or any portion thereof). By entering this Sweepstakes, each entrant gives his/her express permission to be contacted by the Sponsor by telephone, e-mail and/or postal mail for Sweepstakes purposes. The winner, by acceptance of Prize, grants to Sponsor, and each of its respective designees, the right to publicize the winner's name, address (city and state of residence), photograph, voice, statements and/or other likeness and prize information for advertising, promotional, trade and/or any other purpose in any media or format now known or hereafter devised, throughout the world, in perpetuity, without limitation and without further compensation, consideration, permission or notification, unless prohibited by law. Before being declared a winner, each selected entrant will be required to sign an confirmation and acceptance confirming compliance with the Official Rules and acceptance of the prize as offered. The confirmation and acceptance must be returned within 7 business days of the notification date indicated on the documents, unless otherwise stated, or the selected entrant will be disqualified and the prize forfeited.

PRIVACY POLICY: Information collected in connection with this Sweepstakes will be used in accordance with Sponsor's Official Privacy Policy and these Rules. In the event of any discrepancy between Sponsor's Privacy Policy and these Rules, Sponsor's Privacy Policy shall control and govern.

MISCELLANEOUS CONDITIONS: Sponsor reserves the right at its sole discretion to cancel, terminate, modify or suspend the Sweepstakes.

Sponsor assumes no responsibility for any error, omission, interruption, deletion, defect, or delay in operation or transmission; communications line failure; theft or destruction of or unauthorized access to Sweepstakes entries or entry forms; or alteration of entries or entry forms. Sponsor reserves the right to correct clerical or typographical errors in promotional materials or any materials related to the Sweepstakes.

WINNERS LIST: To obtain the names of the winner, send a request to Communications@icr-survey.com.

CHOICE OF LAW AND JURISDICTION: This Sweepstakes is governed by the internal substantive laws of the State of Pennsylvania, without regard to its conflicts of law provisions.